



(19)

Europäisches Patentamt  
European Patent Office  
Office européen des brevets



(11)

EP 0 952 539 A2

(12)

## EUROPEAN PATENT APPLICATION

(43) Date of publication:  
27.10.1999 Bulletin 1999/43

(51) Int Cl. 6: G06F 17/60

(21) Application number: 99302974.3

(22) Date of filing: 16.04.1999

(84) Designated Contracting States:  
AT BE CH CY DE DK ES FI FR GB GR IE IT LI LU  
MC NL PT SE  
Designated Extension States:  
AL LT LV MK RO SI

(30) Priority: 20.04.1998 US 62727

(71) Applicant: NORTEL NETWORKS CORPORATION  
Montreal, Quebec H2Y 3Y4 (CA)

(72) Inventors:  
• Roberts, Jobe L. W.  
Wakefield, Québec J0X 3G0 (CA)  
• Stoltz, Patricia A.  
Ottawa, Ontario (CA)  
• Brisebois, Michel A.  
Wakefield, Québec H0X 3G0 (CA)

(74) Representative: Berkson, Michael David  
Nortel Networks  
Intellectual Property Law Group  
London Road  
Harlow, Essex CM17 9NA (GB)

## (54) System and method for retrieving customer information at a transaction center

(57) A method and system for gathering and storing customer profile data when the customer accesses a website location. Dynamic content messages from company marketing material are selected in accordance with the profile data and used to provide a customized webpage to the customer. In addition, a customer service representative can provide real-time updates to the customized webpage when the customer contacts a customer service representative to place a product or service order.

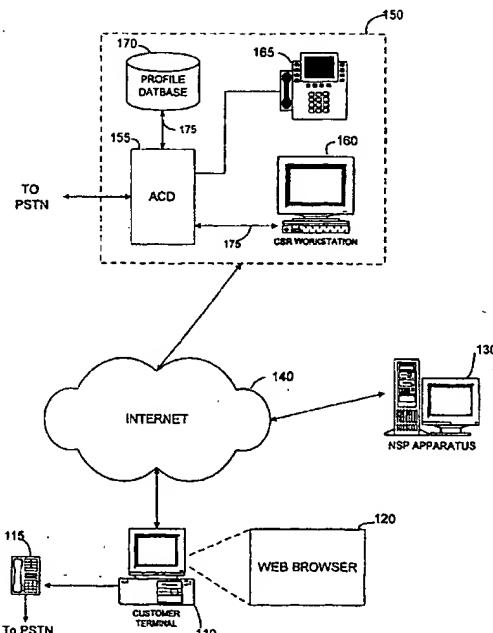


FIG. 1

EP 0 952 539 A2